COMPETITION

**Marketing Objectives:**

* Create new customers is the first goal
* Create repeat customers
* Maintain large variety of inventory
* Build trust with no hidden or extra fees
* Create more visitors and traffic to the dealer lot
* Increase the amount of searches when searching for cars online

**Ideal Customer:**

An ideal customer would be someone who can recommend and bring in more customers to the business. Customers can range from any age starting at 18 and up and can be buying their first car or their fifth.

**Geographic:**

The products and services from the car dealership can be sold locally or can even be transported domestically for customers looking for cars that are hard to find or that are not manufactured anymore.

**Interests:**

* Customer interests would be sports car, luxury, or even basic cars
* These cars would come equipped with the area in which they’re sold (summer tires for hot weather, snow tires for areas where it snows year round, or all weather tires that can perform efficiently in all weather conditions.)
* Off Road vehicles or vehicles will power to tow; pickup trucks

**Competition:**

* My key competitors would be big brand dealerships like honda, toyota, hyundai, etc.
* Their strengths would be the ability to service/maintain their cars and provide better insurance and coverage on their own vehicles.
* A weakness they would have is being able to compete with our reasonable prices a

**Value Proposition:**

Problem: Searching for a new car at a reasonable price with decent mileage.

Solution: Offering cars that are easily sold and that are reliable with great mileage and a reasonable price.

Benefit: It will increase the number of customers I have and will also lead to better recommendations from our customers to their family and friends.

**Tactics:**

Tactics that will be used for this business would be through social media by giving incentives for tagging and posting their cars through social media. Incentives would like items that are complementary like license plate frames or free washer fluid. Another method would be online marketing like having local ads attracting customers to our shop. Another one would be by sponsoring local teams and having our logo on their uniforms.

**Budget:**

per month on our tactics would be 3-5% of our revenue for all of our tactics.

**Timing:**

Each tactic would be run simultaneously and as soon as it is financially feasible and after research is done to see how much business is received.

**Metrics:**

To see if the marketing is working I would follow our statistics to see how much business and growth we have received since starting our marketing procedures. I would also have surveys to see how our customers heard about the business.